



BAT advertisement for the George Keyt Foundation—"they are ruthless people".

manipulating my father's name. Cigarettes are harmful and sponsoring of an event of art by such people is a disgrace done to a great artist like my father...

"When my father was living, too, the manner in which they treated my father was not right. The Foundation had power to the extent to control my father. Soon after his death they just stopped the allowance due to my mother and she was very disappointed. After a couple of months she too passed away. When my father was alive they took away his entire valuable, old paintings, which he had dearly collected for years. They said they wanted to sell them for the maintenance of the Foundation. But what is the Foundation doing now? They



BAT's "Smoking point" which was recently banned from Rio de Janeiro's airport.

are ruthless people. This is the truth, which I want to reveal to art lovers."

CTC uses its sponsorship of the George Keyt Foundation to try to present itself as a socially responsible company. One of its recent public relations advertisements in national newspapers reproduced the name and logo of the foundation, along with an artist's easel. Presumably it justifies the cost of such ads as a small price to pay to try to avoid effective tobacco control measures. It is nothing new for a tobacco company to profit from the dead.

Brazil: BAT's "smoking point" banned

Anvisa, the agency responsible for monitoring and enforcing Brazil's tobacco

control legislation, recently ordered Souza Cruz, Brazilian subsidiary of BAT, to remove its "Smoking point" from the airport in Rio de Janeiro. The structure, erected by Souza Cruz and the airport management company, was a ventilated smokers' stand in the otherwise smoke-free airport. Anvisa said it was not placed in an isolated area, and the technical analysis of the pilot project was inconclusive in terms of ventilation performance and filtration. While tests were being conducted, the public should not have been exposed to uncertain outcomes, Anvisa said, and Souza Cruz violated marketing regulations by displaying the company logo on the equipment, as well as using questionnaires there to get details for the company's database.